

Message Text

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TO USIA WASHDC

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SUBJECT: USIS FILM SHOWING IN FRENCH NATIONAL ASSEMBLY

A SPECIALLY PRODUCED AGENCY KINESCOPE OF THE SEPTEMBER FIVE WHITE HOUSE CONFERENCE ON INFLATION WAS SHOWN IN THE FRENCH NATIONAL ASSEMBLY TODAY UNDER THE PERSONAL AUSPICES OF ITS PRESIDENT EDGAR FAURE AND SPURRED THE URGING BY SEVERAL ASSEMBLY DEPUTIES THAT THE WHITE HOUSE EXAMPLE BE FOLLOWED IN FRANCE.

WITH PRESIDENT EDGAR FAURE HIMSELF CONDUCTING THE SHOWING AND A DEBATE ON INFLATION WHICH FOLLOWED, THE FILM WAS SEEN BY MORE THAN 60 ASSEMBLY DEPUTIES. THEY WERE JOINED BY SOME 70 ECONOMISTS WHO ADVISE MEMBERS OF BOTH HOUSES OF THE FRENCH PARLIAMENT, BY REPRESENTATIVES FROM THE GOVERNMENT AND ACADEMIA, AND BY ECONOMIC JOURNALISTS, ALL INVITED BY MR. FAURE. DURING THE DEBATE AFTERWARDS SIX DEPUTIES STRONGLY URGED THAT THE AMERICAN MODEL BE EMULATED IN FRANCE WITH ONE OF THEM TERMING PRESIDENT FORD'S INITIATIVE IN CALLING THE WHITE HOUSE CONFERENCE A "SENSATIONAL PUBLIC AFFAIRS SUCCESS".

THE FILM WAS ESPECIALLY ADAPTED BY IMV AT THE POST'S REQUEST FROM A VIDEO TAPE RECORDING OF PBS'S SEPTEMBER FIVE EVENING TV COVERAGE OF THE WHITE HOUSE MEETING. THE UNCLASSIFIED

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IDEA FOR THE SHOWING HERE STEMMED FROM A CONVERSATION

BETWEEN A POST OFFICER AND MR. FAURE AT A SEPTEMBER 27 EMBASSY RECEPTION. MR. FAURE, EXPRESSING ADMIRATION FOR PRESIDENT FORD'S WAY OF APPROACHING THE INFLATION PROBLEM WAS TOLD THAT THE POST HAD JUST RECEIVED THE PBS VTR AND DECIDED ON THE SPOT TO SHOW IT AT THE NATIONAL ASSEMBLY. HE ADDED AT THE TIME THAT HE HAD ALREADY URGED PRESIDENT GISCARD D'ESTAING TO CONSIDER CALLING A SIMILAR CONFERENCE OF PROMINENT FRENCH ECONOMISTS.

THEPOST IS IMMENSELY GRATEFUL TO IMV FOR ITS QUICK AND EFFICIENT WORK IN FURNISHING THE KINESCOPE WHICH WAS MORE PRACTICAL FOR THE ASSEMBLY SHOWING THAN THE VTR. THEFRENCH SOUND TRACK, THOUGH SUFFERING FROM SOME IRREGULARITIES AND A SEEMING LACK OF FAMILIARITY WITH THE SUBJECT MATTER BY ONE OR TWO OF THE TRANSLATORS, WAS ALSO APPRECIATED.

IN THE DEBATE, PRESIDENT FAURE NOTED THE DIFFERENCES IN THE FRENCH AND AMERICAN ECONOMIES BUT ALSO THE SIMILARITIES IN THE BATTLE AGAINST INFLATION PLAGUING BOTH. HE WAS TREMENDOUSLY STRUCK, HE SAID, BY THE ORIGINALITY OF PRESIDENT FORD'S IDEA FOR THE INFLATION CONFERENCE AND URGED THE ASSEMBLY DEPUTIES PRESENT TO HELP HIM PROMOTE A SIMILAR "BROAD AND OBJECTIVE DEBATE" BEFORE THEFRENCH PUBLIC WHICH WOULD BE TELEVISED. ALTHOUGH THE POST CANNOT DO MORE AT PRESENT THAN SHARE MR FAURE'S HOPE FOR THE REALIZATION OF THIS PROJECT, FRENCH TELEVISION REPRESENTATIVES WHO WERE PRESENT AT THE SHOWING EXPRESSED STRONG INTEREST IN FOLLOWING UP. ONLY ONE DEPUTY PRESENT DOUBTED THAT THE IDEA OF A TELEVISED DEBATE WOULD APPEAL TO A FRENCH TV AUDIENCE. "WHEN IT COMES ON THEY ARE LIABLE TO SWITCH OVER QUICK TO ANOTHER CHANNEL AND LOOK AT A WESTERN INSTEAD."

MR FAURE EXPRESSED HIS PERSONAL GRATITUDE TO USIS FOR MAKING THE FILM AVAILABLE AT A RECEPTION IMMEDIATELY FOLLOWING THE SHOWING AND DEBATE. AN INTERESTING FOOTNOTE IS THAT THE USIS KINESCOPE WAS THE FIRST FILM EVER TO BE PROJECTED IN THE PLUSH NEW ASSEMBLY AUDITORIUM

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IN WHICH IT WAS SHOWN.

THEPOST IS PARTICULARLY PLEASED BY THE OUTCOME OF THIS PROJECT. IT IS RARE THAT USIS IS ABLE TO COME UP WITH A PROGRAM TOOL SO WELL TIMED AND SO WELL SUITED AS TO BE ABLE TO SERVE AS THE VIRTUAL CENTER-PIECE OF A DEBATE IN A FOREIGN PARLIAMENT ON AN ISSUE AS PRESSING AS INFLATION TODAY.

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